

Associação
Viva a Vida

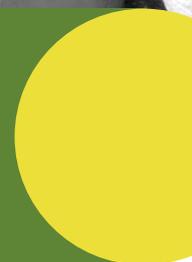


Outside school I found it difficult to open up, with my family, my parents, I had a problem with accepting myself, I thought I was different. Through the classes I saw that everyone is different, I learned to respect myself and respect others. I was even empowered to let my (Afro) hair go naturally curly; which was really good for me!

**A student from the Youth and Human Rights
mini courses, 15 years old**



ANNUAL REPORT 2016
VIVA A VIDA



Mission

Viva a Vida works in the prevention of drug abuse, creating educational, artistic, cultural and therapeutic opportunities to strengthen at-risk adolescents, young people and children and enable them to make healthy choices for their lives.

Note: the concept of prevention is understood here in its broadest sense, including relapse prevention.



In these retrogressive times with many rights being lost, Association Viva a Vida gives a voice to youth, strengthening the experiences of youth groups and carrying out ongoing grass roots and community work, with fundamental activities to resist and fight against this challenging political situation in Brazil. In addition, it addresses the issues of human rights, gender and race, in carrying out projects aimed at strengthening youth engagement and overcoming violence. For all these reasons, I believe in and support the association, recognizing the importance of its existence in the struggle for citizenship!

**Marilia Pinto, CESE (funder and technical partner)
and Mandala Consultants (Fundraising Training)**

Vision

Viva a Vida seeks to be a centre of reference for the prevention of drug abuse for adolescents, young people and children.

Principles

- Viva a Vida is a non-religious and non-party political organization;
- We do not discriminate on the basis of colour, race, gender, sexual orientation, religious belief or social class;
- The focus of our work in chemical dependency is on strengthening and on the transformational capacity of adolescents, young people and children, rather than combating drug use;
- Our work is transversal and addresses a series of issues that constitute risk for adolescents, young people and children, working holistically with the individual;
- We respond to any and every violation of the rights of adolescents, young people and children, understanding that these constitute risk factors for drug abuse;
- We work in accordance with the rights of the child as described in Brazil's Child and Adolescent Statute (ECA) and the UN Convention on the Rights of the Child;
- We seek the participation of adolescents, young people, children and their families in our work;
- We value team work and appreciate that working together is more effective;
- We value the continuous improvement of our work through research, evaluation, critical reflection, learning and the exchange of experiences;
- Our work is ethical and transparent;
- We maintain the confidentiality of the adolescents, young people and children with whom we work;
- We seek to influence public policies to guarantee the rights of adolescents, young people and children.

Context



1,200 young people informed about drug abuse

1,000 people attending theatre performances on drug-related themes

40 young people developing drug prevention projects in their community



In 2014 there was 1 homicide every 10 min in Brazil

19 out of the 50 most violent cities are in Brazil



Murder is the principal cause of death among young people



1/3 of adolescent deaths are attributed to murder



Camaçari Youth Homicide Index is 3 times the national average

3 x 

1% young people will be killed before they are 19



This is what we are doing, and you? Come and help us support young people living in this environment. E-mail: ongvivaavida@gmail.com [facebook.com/vivaavida.org](https://www.facebook.com/vivaavida.org)

How we work

Theoretical framework:

In 2016, as part of our team activities, we developed the theoretical framework for our projects: Theatre, Vila Jovem, Mini Courses, Parenting Workshops and Open Agenda Activities. The idea is to base our practice on the recommendations of specialists and theorists whose theories endorse our work.

Child Protection Policy:

In 2016 we implemented Association Viva a Vida's Child Protection Policy, with the objective of further protecting the integrity and rights of our beneficiaries, prioritising children and adolescents. The following case is a practical example which highlights the importance and function of this policy in everyday life:

“Lu, aged 17, started a relationship with Ad, aged 19. Lu asked us about what he should do in relation to our Child Protection Policy, as it refers to relationships between young people under 18 years old with people over 18 years old. This was duly explained.”



Projects

112
teenagers have participated in workshops

93
teenagers have participated in workshops

In 2016, we worked with 6 project strands:

Workshops – Meetings or mini-courses on human rights and youth, which address topics such as racism, violence, gender, politics and social mobilization. Conducted in public schools, for students aged 13 to 17 years. Always addressed in a playful way, using arts education as one of our tools.

Life Plan – Workshops that encourage young people to think and re-think about their future perspectives, reinforcing that a plan for the future is not related to financial matters, but rather to planning, access and persistence.



I'd never been to the theatre before, it was my first time. The play was really beautiful, I cried when I saw what happened to the family.

A's mother's husband, attended the play at the Eliete Teles Theatre



150
people attending events

31
youths aged 9-22

Vila Jovem Group – In this project, workshops and courses are offered (aimed at a final production linked to the community, e.g. photography, video, printed material, etc.) to strengthen the autonomy and protagonism of young people in the community. We welcome young people from 12 to 24 years old.

Theatre – Performing arts workshops, together with laboratories (visits to services to understand the social contexts addressed in performances) and exchanges (participation in activities with other groups), form part of our unique methodology. In addition to artistic training, we put forward opinions that affect the audience, including themes for them to reflect on. Young people 12 to 24 years old can participate in the group.



91%
feels they became more self-confident

83%
improved their relationship with family and society

100%
discovered skills and abilities

Example of success: This year our team also includes young participant Fabrício Mascarenhas, a beneficiary of the theatre group, who became our Administrative Assistant. Fabrício also supports our communications activities. We always like to keep a keen eye out to discover the talents of our young people, never missing an opportunity to integrate them into our team.

67

adults aged
18 to 65

Parents – Workshops with adults studying at public schools, usually students from the EJA - Education for Youth and Adults evening classes. These aim to discuss and reflect on everyday family issues, strengthening ties and enabling a greater understanding of family challenges.

76

young people
and adults

Community – Open Agenda, Debates and Lectures – Meetings are mediated by a variety of experts, from our multi professional team or other guests from universities and colleges, professors or students - with the aim of bringing the community closer to academic subjects using clear and understandable language.

84%

of parents feel
capable of
discussing racism or
domestic violence
with their
children



A son is talking to his parents (without fighting!), it's incredible, he's seeing that the son is getting ready to face the world.

Young male participant



Compartilhamento
importante instrutivo
especial Emocionante importância
maravilhoso Educação conhecimento educativo
Time **Maravilhoso** críticas
Importante sociedade Acima presente Troca
amei / Dia **Parabéns Hoje Refletivo** vende
Deus Esse sempre **que Viva** mau Saudável
foram Tudo amar Viva continue
Vida **Interessante** tudo muita
machismo não sim nos vai mim parabéns
abençoar contra **igual vida legal** outros
derrubar cotidiano monstros dias agradeço
precisamos **Produtivo** Podemos
conscientizar viva vida compartilhados
aproveitado Viva a vida
perfeito experiência ideias
aprendizado

Partnerships

Institutional partners: In 2016, we continued to connect with the Camaçari regional network, participating in the Child and Adolescent and Social Work Councils. We can always count on the presence and partnership of Child Protection Officers and the team from the Specialized Social Work Centre (CREAS) in our events. The Juvenile Court, through AGERC, referred certain individual cases to us, while the local police station lent support in certifying our State Public Utility Certification.

The State School of Vila de Abrantes, the community crèche “Nossa Senhora de Santana” and the Psychosocial Care Centre - CAPS, all opened their doors to the association’s work.

Community Partnerships: To strengthen our ties with Vila de Abrantes, we rely on local institutions such as CEZA - Community Action Centre Zilda Aranha, Capoeira Group Engenho, Boxing Club, Mc Big Leo, Percussion group “Grãos de Areia”, local stores and other groups in the community all of which were visited by our social worker Deise in order to build links with the community and with the Vila Jovem Group’s community mobilization project.

We also work with dedicated **volunteers**.



Financial Management

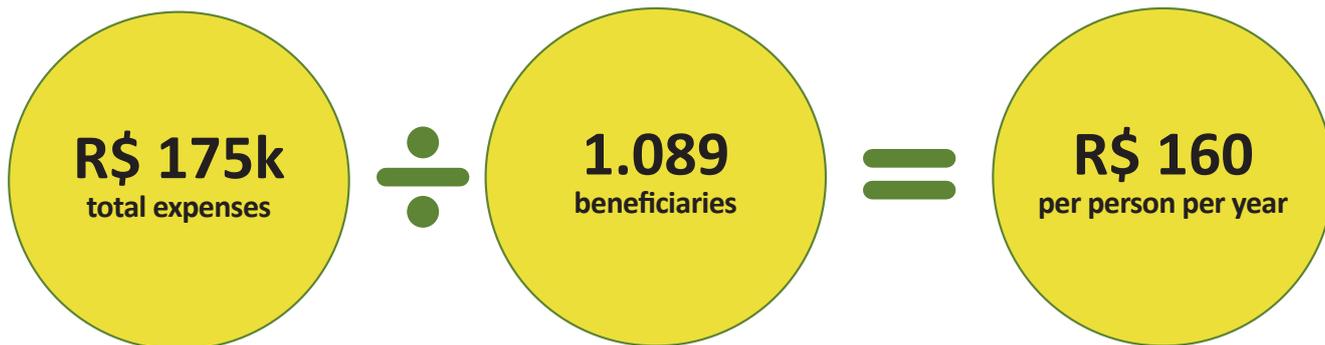
Our Financial Management involves cash flow control, incorporating information about all funding received from individual donors and funders, as well as all our expenditure.

The final inspection is carried out at quarterly Financial Oversight Board meetings. On a day-to-day basis, this is monitored by the Administration Coordinator under the supervision of the General Coordinator, who verifies daily cash transactions at the end of each month. The necessary documentation is then sent to our accountants, who are responsible for preparing accounting reports and our annual balance sheet.

Our Annual Financial Reports are available on our website, in Portuguese.

This year we made **great strides in fundraising**, with a course and the creation of a working group, two campaigns and the possible hiring of a fundraiser!

Cost-benefit Analysis



R\$ 160.00 per person per year to raise awareness for 1,089 individuals about social vulnerability and how to tackle it.



R\$ 67.50 per month to raise awareness among 111 individuals about social vulnerability, to improve their self-esteem and help to empower them to build practical and lasting solutions in a context of drug trafficking and violence.

Challenges, Perspectives and Funders

2016 was a year of many achievements. Being in our own community centre has brought us closer to the community and provided a new perspective to Viva a Vida's mission. In our reflections and evaluations with the team and in the techniques we have applied, we are extremely impressed with the success of our projects. We have been able to prove how our beneficiaries have grown in terms of knowledge, attitude and practice, fulfilling our mission and achieving the objectives in both numbers and, above all, in the quality and transformation of lives.

On the other hand, in spite of successful funding from CESE, individual donations from the Global Giving campaign and the new collective approach to fundraising, 2016 was another year of financial instability. We continue to seek out new sources of funding, but we must recognize that the global, social and political climate is a major challenge for those working in the third sector.

Management, Coordination and the Team

In Viva a Vida, we have a systemic view of organizational management, in which everyone has their line of responsibility and area of expertise. This is based on an understanding that the Association is an integrated system, in which the performance of each person can affect the overall association, its stakeholders, including our beneficiaries, and society as a whole.

FOUNDER

Gisella Hanley

TEAM:

Board of Directors

President - Carlos José Gonçalves da Silva

Financial Director - José Viana dos Santos

Financial Oversight Board

Ana Cristina Franco Veloso Cruz
Antônio Vicente Mengel Pena
Gildésio dos Anjos Bahiano

Coordinators

Cressida Evans – General Coordinator

Évelin Salles de Moraes Costa

Pinto – Projects Coordinator

Maria das Graças Almeida da Cruz – Administrative Coordinator

Educators

Simone Requião – Theatre Teacher

Deise Barbosa Cruz dos Santos – Social Worker

Marcos Paulo de Oliveira Silva – Youth Worker

Support

Fabrcio Felix Moura Patriarca

Mascarenhas – Administrative Assistant

Antônio Ferreira de Souza Filho – Volunteer Theatre Teacher

General Services

Gizelia Batista dos Santos

Consultants

Giancarlo Angelucci

Hilda Guanais Fausto

Mara Vanessa Fonseca Dutra

Thanks to **Shelley Green** for the Portuguese to English translation



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Viva a Vida is supported by:

